

1 INTERVIEW OF JK LLOYD BY TOM FOSTER

2 10:01 TOM: Today's web marketing is
3 complex, and so you need to be doing lots of
4 different things to stay ahead of your
5 competition. One of them is search engine
6 marketing which is different than organic search
7 engine optimization, two totally different
8 marketing strategies and sciences.

9 10:01:45 Search engine marketing or SEM is
10 also commonly referred to as PPC or pay-per-
11 click. And the kingpin of PPC, of course, is
12 Google adwords.

13 10:01:58 Now, for years, I've struggled
14 to find a good fit for Foster Web Marketing and
15 our clients that we do SEM for. That was until
16 I met our next guest, JK Lloyd of Eruptr. He
17 and his partner, SEM scientist Kevin Minelli
18 have formed a different kind of company that
19 fits well within the FWM culture and the Great
20 Legal Marketing way of marketing law firms.

21 10:02:22 Please join me while I explore the
22 world of SEM and the opportunities there are for

1 lawyers and doctors with my good friend JK
2 Lloyd.

3 10:02:33 Today's world of web marketing
4 is very complex, and it's always changing. And
5 so you've got to stay on top of it. The world
6 of search engine optimization is different than
7 the world of search engine marketing or commonly
8 referred to as pay-per-click or adwords.

9 10:02:49 And so Foster Web Marketing for
10 years struggled with finding a good partner for
11 us that was really in sync with our culture and
12 the way that we do things for our clients. And
13 last year we started working with a company
14 called Eruptr who has done some fantastic things
15 for us and our clients.

16 10:03:12 And today I'd like to welcome my
17 good friend JK Lloyd here to the studio.

18 10:03:17 JK LLOYD: Thank you, Tom.

19 10:03:19 TOM: Thanks for coming. And JK is
20 pioneer in the world of pay-per-click, and he
21 and his partner Kevin Minelli -- no relation to
22 Liza, unfortunately --

1 10:03:27 But what did you tell me his wife's
2 maiden name is?

3 10:03:30 JK LLOYD: Capone.

4 10:03:30 TOM: So that's a Minelli Capone.
5 That's why he's not here, because he's in the
6 bat cave working on -- and no one knows where
7 that is; right?

8 10:03:36 JK LLOYD: True. It's hidden under
9 ground.

10 10:03:39 TOM: Right. So we're here to ask
11 JK some questions about search engine marketing.

12 10:03:47 So, JK, first, let me know, what is
13 Eruptr. Tell me a little bit about your company
14 Eruptr.

15 10:03:51 JK LLOYD: Well, Eruptr is a full-
16 service online marketing firm. And by that I
17 mean that we specifically focus on search engine
18 marketing advertising, social solutions and,
19 importantly, conversion solutions, really
20 primarily using major platforms like Google
21 adwords, Bing, Yahoo, et cetera, to really
22 target consumers at the right time and the right

1 place with the right message as they are
2 searching for particular terms.

3 10:04:22 So if they are searching for lawyer
4 terms, if they're searching for a DUI attorney,
5 if they're searching for personal injury
6 attorney, really making sure that we're
7 positioning the lawyers in the right place at
8 the right time with the right message with
9 specific ads that really highlight them and
10 drive them onto a landing page where they can
11 interact even further.

12 20:04:44 TOM: So you're like the Mad Men of
13 marketing. I mean, really, because there's two
14 schools; right? And we talk about this all the
15 time. There's the search engine optimization
16 which is content based, which is also called the
17 content marketing which is really having good
18 content and people coming because of a holistic
19 and organize search and providing that content.

20 10:05:09 But as everyone knows, that there
21 are other elements to search, not only do you
22 want to, you know, offer them organize solution,

1 but you also have the opportunity to offer them

2 an ad which can be done --

3 10:05:25 And it's really -- an ad can be a

4 variety of things.

5 10:05:26 JK LLOYD: Yes.

6 10:05:27 TOM: It's not just what we're used

7 to seeing, you know, pay-per-click adwords which

8 is, you know, bidding on a certain amount of --

9 a certain amount of money --

10 10:05:36 And we're going to get into this a

11 little bit.

12 20:05:37 -- a certain amount of money to

13 have your, you know, your banner come up on the

14 side of your ad. But there's more to it, as you

15 said. There's video advertising. There is

16 social advertising, which, like on Facebook, and

17 it's not just Google, either. There's other ad

18 networks. Fox has its own ad network; right?

19 10:05:56 JK LLOYD: Uh-huh.

20 10:05:57 TOM: Certainly Bing is not

21 participating in Google's network, are they?

22 10:06:01 JK LLOYD: No.

1 10:06:02 TOM: Right, that wouldn't work
2 out.

3 10:06:04 JK LLOYD: No, that wouldn't work.

4 10:06:05 TOM: They don't really get along.
5 And Yahoo has its own ad network, too.

6 10:06:08 JK LLOYD: Uh-huh.

7 10:06:09 TOM: So as the world changes, and
8 Google is changing the world whether we like it
9 or not. Google is making up the rules, and they
10 are the market dominator. And so we have to
11 follow those rules. There's going to be a lot
12 of things that are going to be changing in the
13 next few months that will impact you guys big
14 time --

15 10:06:24 JK LLOYD: Uh-huh.

16 10:06:25 TOM: -- as Google does away with
17 organize keywords. You won't even be able to
18 see what your organic keywords are.

19 10:06:30 JK LLOYD: Right.

20 10:06:31 TOM: So working like the way that
21 we work together is going to be even more
22 important because tying in what you're doing on

1 pay-per-click will feed back to organic.

2 10:06:40 JK LLOYD: Right.

3 10:06:41 TOM: And vice-versa.

4 10:06:41 JK LLOYD: Right. And that's one
5 of the reasons that we started the business over
6 four years ago was to really focus on really
7 helping to move the needle for small businesses,
8 medium-size, large businesses, health care,
9 lawyers, et cetera, to really be able to take
10 advantage of all of the things that are
11 happening on the web today, whether it's --

12 10:07:01 Really, what's happening, people's
13 first inclination when they need something is to
14 go to Google or to go the Bing or to go to Yahoo
15 or to go to their specific platform when they
16 are searching for a particular product or
17 service. If we're talking about the lawyer
18 space, if someone has been injured in a car
19 accident or a loved one has been injured in a
20 car accident, you want to find the best lawyer
21 in the space to make sure that your loved one or
22 yourself is being taken care of to the best of

1 their ability.

2 10:07:33 So first inclination is to
3 typically go to Google, for example. And our
4 job is to make sure that we are, again,
5 positioning those ads through a very complex
6 bidding platform and key word platform to make
7 sure that we are bubbling these lawyers to the
8 top of the search results and getting consumers
9 and potential clients to engage.

10 10:07:55 And not only that, not just using
11 Google, but also employing all the things that
12 are happening that you talked about through
13 Google, through social platforms like YouTube
14 and Facebook, to banner ads and et cetera, are
15 really beginning to bring a comprehensive
16 approach, using all the tools at your disposal
17 to really get as much frequency and reach as you
18 can to really garner as much awareness and as
19 much through-put and as many potential clients
20 as you can. So --

21 10:08:19 TOM: Well, good. Well said, well
22 said.

1 10:08:22 So, JK, and I'm going to -- this is
2 not one of the questions that I was going to ask
3 you, but what you were saying makes me think of
4 something else. Because the marriage of banner
5 advertising --

6 10:08:34 JK LLOYD: Uh-huh.

7 10:08:35 TOM: -- ads, regardless of whether
8 it's pay-per-click or any kind of banner
9 advertising, is only going to be as -- the
10 effectiveness will only be as good as the
11 landing page that you send them on.

12 10:08:43 JK LLOYD: Right.

13 10:08:46 TOM: And also aren't you measured
14 -- isn't your pay-per-click measured by the
15 content of the landing page --

16 10:08:52 JK LLOYD: Yes.

17 10:08:52 TOM: -- doesn't match the ad, and
18 that also drives up or down the price.

19 10:08:57 JK LLOYD: Right. Now, that's a
20 good point. So not to go too far down the
21 rabbit hole, but, yes, the content of the page
22 is very important. Google has -- and we'll

1 stick with Google, for example -- Google has
2 what they call Google quality scores, on a scale
3 from one to ten, ten being the best. So the
4 better the content is on the page, the better
5 that our ads will be able to pick up the
6 components on the content of the page, which
7 means better position of the ads when people are
8 searching on Google, which means the higher the
9 ads will be placed when people are doing a
10 search.

11 10:09:31 So there are particular positions
12 when someone gets Google search results. It's
13 position one, two or three, right in the middle
14 or, on the right-hand side, you'll see positions
15 four, five, six or seven is what we call it.

16 10:09:42 Our objective is to always position
17 our clients in the top one to two, three
18 positions, so it's within the eye-sight --

19 10:09:48 TOM: Right.

20 10:09:50 JK LLOYD: -- of the user. So,
21 yeah, the content on the page is very important.
22 The ads are very important. The keywords are

1 very important. So it's a whole basket of
2 components that really come together to create
3 an effective campaign.

4 10:10:04 TOM: And that's why the campaigns
5 that we've worked on -- and we certainly have
6 worked on Foster Web Marketing campaigns
7 together for a while and the Video Studio
8 campaigns, but also on the campaigns that we do
9 for our clients --

10 10:10:13 JK LLOYD: Uh-huh.

11 10:10:14 TOM: -- are that much more
12 effective. And so by working together, we can
13 save money across the board and get better ROI
14 because we're using the data that we learned
15 from the pay-per-click campaign to help
16 organically and vice-versa.

17 10:10:29 JK LLOYD: Right.

18 10:10:31 TOM: And so what we learn
19 organically we can impact and effect the pay-
20 per-click campaign --

21 10:10:34 JK LLOYD: That's right.

22 10:10:35 TOM: So instead of spending, you

1 know, ten grand on something you could spend
2 something half as much and get better results,
3 because it's not about quantity, it's about
4 quality.

5 10:10:45 JK LLOYD: That's right.

6 10:10:45 TOM: And that's really one of the
7 things that I love about you guys is that you're
8 always on top of the quality.

9 10:10:50 JK LLOYD: Uh-huh.

10 10:10:52 TOM: Now, that brings us to the
11 next thing. Like what sets you apart from other
12 traditional pay-per-click companies? Like what
13 is your -- you know, really, what does that?

14 10:11:02 JK LLOYD: Well, for us, when we
15 started the company several years ago, we wanted
16 to take the typical agency model and flip it on
17 its head, not only providing premier service and
18 customer service and those kinds of things, but
19 really taking the model and the agency model of
20 charging management fees or contingency fees or
21 retainer fees or setup fees, consulting fees,
22 those kinds of things, we eliminate all of

1 those. So we really have a pay for performance
2 model.

3 And by that, I mean that --

4 10:11:33 TOM: Pay for performance model?

5 10:11:36 JK LLOYD: Right, right.

6 10:10:37 TOM: Okay. Did you guys hear
7 that? Pay for performance -- a lot of you
8 PIlawyers will understand that. A lot of you
9 lawyers understand what pay for performance
10 means.

11 10:11:45 JK LLOYD: Right.

12 10:10:47 TOM: And this is very much the
13 same thing. Anyway, go ahead.

14 10:11:49 JK LLOYD: Yes. So our objective
15 is to really maintain and drive down the cost
16 per click of a campaign over time. So not to
17 get too granular, but if a campaign starts off
18 and every single time that someone engages with
19 an ad, it may cost \$10 -- I'll use \$10 as an
20 example -- our job is to try to drive down that
21 cost of engagement through creating effective --
22 working with the effective content, effective

1 basket of keywords, effective ads and things
2 like that.
3 10:12:22 Google makes 90 to 98 percent of
4 its revenue through ad-based revenue. That's
5 why their stock just hit \$860 a share, an all-
6 time high, is because of what they do as a
7 company. And so --

8 10:12:33 TOM: Because most of the people
9 that are buying it are amateurs that don't know
10 what they're doing.

11 10:12:37 JK LLOYD: Right.

12 10:12:38 TOM: And spending top dollar.
13 That's how they made all that money.

14 10:10:39 JK LLOYD: Right, right.

15 10:10:40 TOM: And lawyers at the top, ones
16 that do it, by the way.

17 10:10:42 JK LLOYD: Right. And so Google
18 gets paid when people engage with their ads. So
19 we want to be able to employ a strategy where
20 we're actually getting consumers, quality
21 consumers to engage with these ads that are
22 positioned in the right place, right time with

1 the right message for the lawyer space.

2 10:13:02 And so it's very important for us
3 from a pay-for-performance model. So, again,
4 getting back to the \$10 cost per click, our
5 objective is to be able to drive down and
6 maintain that cost per click over time. It may
7 start at \$10, but if we can drive it down to
8 seven, which allows us to pay Google, which is
9 how they make their revenue and then it allows
10 us to pay ourselves a margin. So we strip out
11 and we remove all of these management, setup and
12 consulting fees, and we only get paid if we
13 actually have skin in the game with our clients.
14 We only make revenue by actually creating
15 campaigns that perform effectively.

16 10:13:38 And so we kind of model it as we
17 can only be as successful as our clients are
18 successful. We can only be successful if our
19 clients are successful because we actually have
20 to really adhere to this pay-for-performance
21 model. So it really works well.

22 10:13:54 TOM: And, you know, you have to

1 work, just like you said, you have to work with
2 the organic content team --

3 10:14:00 JK LLOYD: Right.

4 10:14:01 TOM: -- to make sure that that
5 works well.

6 10:14:02 JK LLOYD: That's right.

7 10:14:02 TOM: And so you can see the
8 disconnect if you're working with two different
9 companies that don't have any relationship --

10 10:14:09 JK LLOYD: Right.

11 10:14:10 TOM: -- whatsoever to, you know,
12 holistically help you with your marketing. So
13 if you have one company that's doing your SEO,
14 another company that's doing your content,
15 another company that's doing your pay-per-click,
16 for whatever reason -- maybe because that's the
17 only way that you know it should be done --
18 you're actually doing yourself a disservice, and
19 you're spending more money than you could be if
20 you had it collectively together with one entity
21 that's managing the whole thing.

22 10:14:34 JK LLOYD: Right, and to parlay off

1 on what Tom is saying is that we've worked on so
2 many campaigns together that, collaboratively,
3 you're the SEO experts, and we bring the
4 expertise from the search engine marketing and
5 PPC side. And so on multiple campaigns and on
6 multiple different occasions, we've worked with
7 you to say, listen, what are the strong keywords
8 that you are garnering from the SEO component,
9 and then how do we parse that into using those
10 successful keywords for the PCC and building the
11 ads and the group of keywords and those kinds of
12 things.

13 10:15:09 So everything works conjunctively
14 together to create a strong SEO and a strong PPC
15 package and brings it all together into one
16 platform.

17 10:15:18 TOM: Yes. Okay. What are the
18 three top trending things that are happening at
19 pay-per-click today, in your opinion, JK?

20 10:15:25 JK LLOYD: Well, I think some of
21 the three top things that are happening in the
22 pay-per-click world are -- you had mentioned

1 one, about what's happening with the keywords
2 and how Google is changing its algorithms and
3 those kinds of things. That's neither here nor
4 there for the client side. They just want their
5 campaigns to run, and they want to see results.

6 10:15:51 You know, some of the things that
7 we're seeing from a trending perspective is our
8 ability now to layer in more conversion
9 solutions and conversion tactics for our
10 clients.

11 10:16:05 I think the days of just running a
12 campaign are coming to a trickle. Now it's a
13 matter of how we're actually really beginning to
14 show through-put in terms of results. So Foster
15 does a great job of being able to have the phone
16 numbers and the tracking and the chat
17 functionality and those kinds of things. And we
18 bring that same level on the search engine
19 marketing side, as well, in terms of trackable
20 phone numbers where calls can be recorded, et
21 cetera.

22 10:16:35 If you've got someone that's been

1 driven off the road into a ditch and they need a
2 lawyer immediately and they dial in or they
3 search on their mobile phone, and then they call
4 -- they call the lawyer, and you can track and
5 record those phone calls to determine what's the
6 quality of those phone calls that are coming in
7 or the chat function or an online or the
8 register -- or maybe an online component where
9 it's someone filling out a form to get advice
10 from a lawyer immediately.

11 10:17:02 So these are some things that are
12 very, very important that are happening in the
13 marketplace today. It's not just running a
14 campaign, setting it and forgetting. It's
15 really how are you leveraging some of the
16 conversion pieces that come along with it --

17 10:17:12 TOM: That's the critical part of
18 it, and that's a great point. And that's -- I
19 mean, unfortunately, that is a trend. It's like
20 focusing on that, but that should be something
21 that we should always have been focused on.

22 10:17:22 JK LLOYD: That's right. That's

1 right.

2 10:17:23 TOM: You know, we have mutually
3 worked with clients that have spent a lot of
4 money, 20-25 grand a month on pay-per-click,
5 driving tons of traffic, you know, in very
6 competitive areas only to have somebody that
7 answers the phone, just treat that particular
8 lead horribly.

9 10:17:44 JK LLOYD: Yes.

10 10:17:45 TOM: And just, you know, throwing
11 away, you know, \$50 clicks and all that stuff.

12 10:17:49 JK LLOYD: Right.

13 10:17:50 TOM: Just throwing them out the
14 window. And that's not the way to do it. That
15 is not the way to do it. It's so important that
16 you're measuring all this -- and we talk about
17 measurement. I mean, like that's a big piece of
18 what we're doing.

19 10:18:01 JK LLOYD: Well, I think it's a
20 huge piece of what we're doing, and I think it's
21 also constantly optimizing and monitoring these
22 campaigns which I know your job, your group,

1 does a great job at. And we're laser focused.
2 This kind of goes back to our pay-for-
3 performance model. We have to be in these
4 campaigns constantly monitoring them and
5 optimizing them to make sure that we are taking
6 advantage of and utilizing all the tools in our
7 tool chest to be able to make sure that we are
8 positioning these ads appropriately while people
9 are searching.

10 10:18:37 It doesn't do the lawyer any good
11 to be in the number seven or eight or number
12 nine position. You need to be in those top one,
13 two or three positions to actually get
14 engagement and through-put and then layering the
15 conversion pieces on top.

16 10:18:48 And so from a trending perspective
17 you're right. This is what people should have
18 been thinking about, should be thinking about
19 for a long time, but there's a lot that needs to
20 be done around conversion tactics for clients.

21 10:19:00 TOM: Now, let me ask you something
22 else. Are you a lawyer?

1 10:19:03 JK LLOYD: No.

2 10:19:04 TOM: Are you a doctor?

3 10:19:05 JK LLOYD: No.

4 10:19:05 TOM: I'm sure that you have some

5 full-time job and you just do this on the side

6 because it's so easy to do?

7 10:19:10 JK LLOYD: No. This is -- this is

8 a very, very complex and difficult business to

9 be in. And so that's why this type of

10 partnership is so important from the SEO side

11 and the SEM side.

12 10:19:23 TOM: Well, that's the point really

13 is, I mean, you and your partner and other

14 people in your organization do this 24 hours a

15 day.

16 10:19:29 JK LLOYD: Yes.

17 10:19:30 TOM: Managing these search engine

18 marketing campaigns. My entire team of 50-some-

19 odd people are doing it, and this is my question

20 always to lawyer. Aren't you supposed to be

21 practicing law? How can you learn how to do

22 something so complex as this?

1 10:19:49 That's like me going out and doing
2 my own very complex maritime injury case. I
3 mean, you would laugh if you heard that I was
4 doing that.

5 10:19:56 So we chuckle when we hear about
6 lawyers trying to run their own pay-per-click
7 campaigns.

8 10:20:03 Okay, so JK, we're talking about
9 trends.

10 10:20:04 JK LLOYD: Yeah.

11 10:20:04 TOM: And one of the biggest trends
12 that I see -- although it's not new; it's just
13 kind of catching on now, and lawyers are aware
14 of it. But I saw this two years ago, when I was
15 at SMX, about companies doing this, and this is
16 retargeting.

17 10:20:18 JK LLOYD: Yes.

18 10:20:19 TOM: So tell me, in your words,
19 what retargeting is.

20 10:20:24 JK LLOYD: So retargeting is a best
21 practice in terms of being able to really
22 reposition your ad or your service in front of

1 people who have previously visited your site in
2 the past.

3 10:20:35 So one of the things that we do
4 effectively is really begin to build out
5 retargeting list. So if you have a certain
6 volume of users that are coming to your website
7 on a monthly basis, we want to be able to
8 retarget and reposition ads for that particular
9 lawyer across the web.

10 10:20:59 So if someone is on CNN or New York
11 Times or the Wall Street Journal or CNBC or a
12 variety, a myriad of different sites -- and, by
13 the way, we can actually get hyper-targeted in
14 terms of what specific sites that we want to
15 carve out --

16 10:21:10 TOM: Right.

17 10:21:13 JK LLOYD: Really reposition the
18 ads from a retargeting perspective because once
19 they are, quote-unquote, cookied, when someone
20 has already visited your site once before, we
21 can retarget them across the web when they're
22 visiting additional sites.

1 10:21:26 So this is really just a great
2 tactic to increase frequency, increase reach,
3 increase awareness to really begin to really
4 target folks across the web.

5 10:21:36 So the point is, is that there are
6 trendings and there are studies out there that
7 show that it can take anywhere between seven or
8 eight or 16 times for someone to see an ad for
9 them to actually engage with it. And so being
10 able to get that frequency out there with the
11 retargeting component, we liken it to a vacation
12 spot.

13 10:21:55 If someone is looking for a place
14 to go vacationing, Sandals Resorts, to example,
15 I may do one search on Sandal Resorts and et
16 cetera, and then all of a sudden I may begin to
17 see retargeting ads across the web.

18 10:22:06 TOM: You can see the ads
19 everywhere.

20 10:26:06 JK LLOYD: And so it may take
21 several times for me to potentially -- oh, what
22 is this Sandals' ad? All of a sudden you want

1 to engage. Same thing with the lawyer space or
2 any other space. It may take some time and some
3 frequency to re-engage with that, but the
4 objective is to continuously get your message
5 across, continually get across that awareness in
6 your brand of who you are as a lawyer, and the
7 frequency in the reach and power that these
8 retargeting ads have, as well.

9 10:22:31 The other thing that's great about
10 it is you can also, what we call frequency cap
11 it. So in the health care space, we do a lot in
12 the health care space, as well. And there are
13 some concerns to say, listen, you're serving
14 that ad too many times.

15 10:22:43 TOM: Right.

16 10:22:44 JK LLOYD: We don't want it to get
17 out in front of people too many times. So we
18 can cap it at six or seven or eight times per
19 user, if that's what we want to do, as well, so
20 the ads aren't being seen too many times. But
21 there is so much power --

22 10:22:54 TOM: I didn't know that.

1 10:22:55 JK LLOYD: Yeah, which is great,
2 which is really powerful.

3 10:22:59 TOM: That's something I didn't know.

4 10:22:59 JK LLOYD: So it's a great --
5 again, it's a great way to get the message
6 across about your brand and just continually --
7 I don't want to say pepper the potential
8 consumer, but really continue to get your
9 message out in front of them or across a myriad
10 of different publishers.

11 10:23:12 TOM: It's branding.

12 10:23:11 JK LLOYD: It's branding. It's a
13 great branding play.

14 10:23:13 TOM: And so, I mean, you know,
15 we've been doing it for a few months.

16 10:23:16 JK LLOYD: Yeah.

17 10:23:17 TOM: And I love it.

18 10:23:20 JK LLOYD: Yep.

19 10:23:18 TOM: And our clients or friends,
20 prospects, family, whatever, they're like, oh,
21 man, I see you everywhere.

22 10:23:23 JK LLOYD: Yeah.

1 10:23:24 TOM: And I think one of the great
2 things was when Kevin, who set up the campaign,
3 sent me his screen shot of his stock portfolio
4 --

5 10:23:32 JK LLOYD: Yeah.

6 10:23:33 TOM: -- at CNBC, and our banners
7 were on --

8 10:23:34 JK LLOYD: That's right.

9 10:23:36 TOM: -- all the spots.

10 10:23:37 JK LLOYD: Yeah.

11 10:23:38 TOM: And some of you may have seen
12 our banners. We've got several different ones
13 out there. It's a very -- I love it. I mean,
14 words escape me, but I love being able to
15 retarget people. But there are some things to
16 consider when you're thinking about retargeting.

17 10:23:57 First of all, you have to
18 understand that you're only going to get -- that
19 retargeting is part of advertising. It's part
20 of the Google ad network, but other networks,
21 too. It's not just Google, but they have their
22 own.

1 10:24:10 And so what happens is that these
2 other websites -- and I'm taking a little of
3 your thunder -- but these other websites buy
4 into like CNN and CNBC by the Google ad
5 platform. And so guys like Eruptr bid on these
6 placements.

7 10:24:29 JK LLOYD: Yes.

8 10:24:29 TOM: No different than, you know,
9 like a call for advertising for a magazine or
10 whatever. And so the more that you're able to
11 get them, the more that you're able to bid --

12 10:24:38 JK LLOYD: Right.

13 10:24:39 TOM: -- in those spots --

14 10:24:40 JK LLOYD: Right.

15 10:24:41 TOM: -- you'll show up. So
16 there's also ways, as you said, you can control
17 what sites you want to be on. You can also
18 control what locations that you want to be on;
19 right?

20 10:24:48 JK LLOYD: Uh-huh.

21 10:24:48 TOM: So you can say, well, I don't
22 want anybody from -- if your business is all

1 right here in Fairfax, Virginia, then you don't
2 need to be serving ads to the entire planet.

3 10:24:57 JK LLOYD: That's right.

4 10:24:58 TOM: And that also goes to -- see,
5 other pay-per-click companies that just get paid
6 a management fee, that's all they care about is
7 getting paid the management --

8 10:25:07 JK LLOYD: That's right.

9 10:25:08 TOM: So they don't really care
10 about -- I mean, they're going to burn and churn
11 people, but the way that we work together, it's
12 based on performance. So we're constantly
13 talking and measuring and analyzing how to do
14 this better, which is, as you know, a big thing
15 about what we do.

16 10:25:22 JK LLOYD: Well, and it's also a
17 cost-effective way to -- retargeting is
18 extremely, extremely cost effective in terms of
19 branding and getting that message out to a pre-
20 existing base of potential consumers that have
21 already been to your site.

22 10:25:36 TOM: And that's the point, too, is

1 that, like a lot of times we'll be like, we're
2 not getting -- you hear this -- we're not
3 getting a lot of stuff from this. Well, how
4 many visits to your website do you have?

5 10:25:46 JK LLOYD: Right.

6 10:25:47 TOM: And so if you've got 500
7 visits a month to your website, then you're not
8 able to retarget. You're only able to retarget
9 possibility of 500 people. And so think about
10 that, you know. You have to have some volume of
11 search.

12 10:26:01 JK LLOYD: That's right.

13 10:26:02 TOM: And you're going to see the
14 impression count go up. But the other piece of
15 it is, is the click through. And, by the way,
16 you only pay on the click-through; right?

17 10:26:10 JK LLOYD: That's right.

18 10:26:11 TOM: You don't pay on impression.

19 10:26:12 JK LLOYD: That's correct.

20 10:26:12 TOM: But what's the point? I
21 mean, like you want -- the more click through,
22 the better. That's what you want them to do.

1 So you're going to have a banner that's very
2 well designed, that looks like your brand,
3 that's not just your big fat logo over and over
4 again, and free consultation, no pay unless we
5 win. Don't be like everybody else. Be very --
6 you know, we're doing banners where we're using
7 our offers and our books --

8 10:26:33 JK LLOYD: Yes.

9 10:26:34 TOM: -- and we're doing that for
10 our clients. That's the best way to do that.
11 And then you send them to a good conversion
12 landing page. That's the other piece of it,
13 too. And this is not a sit-on auto pilot and
14 let it go and roll; right?

15 10:26:45 JK LLOYD: That's correct. That's
16 correct. As we talked about before, it's
17 constant optimization and constant monitoring.
18 And I think the thing that's important to note
19 here and to really glean from this conversation
20 is that you really do have to employ all of
21 these tactics that we talked about. The strong
22 search engine optimization and SEO piece from

1 your group really only helps to build a target
2 audience who is visiting the site.

3 10:27:14 A jump-start program and a quick-
4 start program through search engine marketing
5 advertising which really begins to drive the
6 volume and quick visitors into the site, which
7 leads to being that, once you have the volume of
8 visitors through SEO and through SEM, then you
9 can really begin to build a strong retargeting
10 list.

11 10:27:34 So all these pieces of the puzzle
12 really work collaboratively together. It's not
13 just one piece over here and another piece over
14 here and offshoots, and to your point,
15 relationships at several different vendors, it's
16 really bringing a cohesive solution with all of
17 these components in the tool chest through SEO,
18 through SEM, through retargeting, and then
19 taking advantage of all the other components
20 around banner and social and the conversion
21 solutions that we talked about that really moved
22 the needle in terms of everybody is trying to

1 garner more clients. That's the end game;
2 right? That's the golden -- that's the golden
3 egg.

4 10:28:10 So how do we really employ all of
5 those pieces of the puzzle through what your
6 organization does and what our organization does
7 and really bring a strong solution set that
8 really delivers results.

9 So that's what it's all about.

10 10:28:22 TOM: Yeah. And, as you said,
11 there's lots of tools to use to make that
12 better, and it's really -- you know, video,
13 obviously, is a big tool to do that. You know,
14 once you do an ad campaign, regardless, you want
15 to land them on pages that are going to convert
16 them. And that -- and 100 percent guaranteed
17 that the first one that you do will not be 100
18 percent conversion. I mean, that's why they
19 have A-B split testing. That's why split
20 testing.

21 10:28:47 That's one of the major trends now
22 is people, you know, really paying attention to

1 split testing, and that's what we're talking
2 about all the time is you can't make changes
3 constantly. You have to make a change and
4 compare it to the last -- to your last control,
5 and then improve on that. Did this do better or
6 worse?

7 10:29:05 And a lot of that you can drive.
8 Organically, it takes longer, but with pay-per-
9 click, you can actually drive that and test a
10 lot of that stuff a lot faster --

11 10:29:13 JK LLOYD: That's right.

12 10:29:14 TOM: -- to make changes.

13 10:29:15 JK LLOYD: That's right.

14 10:29:15 TOM: So there are so many ways to
15 use pay-per-click. We use a lot of it for
16 testing.

17 10:29:19 JK LLOYD: Uh-huh.

18 10:29:19 TOM: We use a lot of it for
19 filling holes, for gaps. That's what a lot of
20 our clients do, too.

21 10:29:25 Okay. So, tell me, JK, you've been
22 doing this for a while, and we've shared some of

1 our own stories.

2 10:29:33 JK LLOYD: Uh-huh.

3 10:29:33 TOM: But tell me how people mess

4 this up. I don't mean --

5 10:29:35 JK LLOYD: Well, I think some of

6 the ways that folks mess it up is really trying

7 to do it all themselves. You alluded earlier

8 that it would be like you trying to take on a

9 maritime course or maritime case.

10 10:29:55 I would never be able to get into a

11 doctor's office and perform surgery or give

12 medical advice to someone, or I would never be

13 able to try a case, and et cetera.

14 10:30:03 And so one of the things, one of

15 the biggest inherent challenges is people trying

16 to take on all of this work themselves, trying

17 to do all the SEO and the SEM work themselves.

18 And it's a very, very difficult task. There's a

19 lot of moving parts that really create a

20 successful program. There's a lot of bidding

21 technologies and keyword, keyword components,

22 and all of these things that go into a

1 successful program.

2 10:30:31 So one of the components is people
3 just get themselves in a mindset of let's just
4 stick to search engine marketing. People will
5 get themselves in a mindset to say, well,
6 listen, if lawyer John Doe down the street is
7 bidding \$50, so I'm going to bid \$60 per key
8 term. The next thing you know, it becomes a
9 bidding war. And if you have an internal
10 budget, you've blown through your budget all of
11 a sudden, and you don't even know whether you're
12 getting quality clicks or whether or not.
13 You're just really paying attention on
14 outbidding the guy that's down the street, and
15 then it becomes a bidding war.

16 10:31:00 TOM: Google loves you for that.

17 10:31:02 JK LLOYD: And Google loves you for
18 that. Doesn't mean that the money is being
19 spent effectively, but Google is getting paid to
20 your point every single time that someone
21 engages.

22 10:31:10 So that's one of the biggest

1 inherent challenges is that, trying to drink
2 from a fire hose, trying to do it all yourself,
3 everybody needs to have professionals in their
4 lives to help them --

5 10:31:22 TOM: Yeah.

6 10:31:23 JK LLOYD: -- through the programs.

7 And so that's why your company exists. That's
8 why my company exists.

9 10:31:27 TOM: We know what we're doing.

10 You know what you're doing, and that's the
11 point. And you know how to be a lawyer, so you
12 should be a lawyer and let us do the SEO and SEM
13 stuff. It's going to cost you more money doing
14 it yourself, and Google wants you to spend the
15 money on them.

16 10:31:41 We're trying to help you keep money
17 in your own pocket; right?

18 10:31:45 Okay. So what else? I mean, I
19 think that that pretty much sums it up. I mean,
20 the world of search, the world of web marketing,
21 we've been involved -- I've been doing this for
22 12 years. How long -- about the same?

1 10:32:01 JK LLOYD: About 10 years, yeah.

2 10:32:02 TOM: Yeah. And how often has it
3 changed in just our --

4 10:32:07 JK LLOYD: Well, I think -- I
5 think, as you're saying, is that the world of
6 web exposure and web advertising is only going
7 to continue to grow. Just through search and
8 display, I believe by 2016, it's going to be a
9 \$36 billion business. And so everybody knows
10 that Google is not going anywhere. Everybody
11 knows that search engine optimization and search
12 engine marketing aren't going anywhere.

13 10:32:37 People are moving in droves,
14 online, to find their solutions to what they are
15 looking for. Billboard is not measurable.
16 Print is not measurable. Direct mail sometimes
17 is not measurable.

18 10:32:52 So, really, by really employing
19 tactical solutions that are measurable, where we
20 can actually track people through the entire
21 clients and potential clients, all the way
22 through the acquisition funnel, from the time

1 that they've engaged through SEO to the time
2 that they've engaged through SEM through the
3 time that they've engaged through social
4 solutions or retargeting, really be able to
5 deliver measurable results.

6 10:33:17 And so the days of people spending
7 \$20-30,000 a month on billboard are dwindling
8 because there's no ROI out of that. And so
9 really being able to move into an online
10 presence and having a strong online presence
11 with the conversion solution is really what we
12 really want to try to accomplish and help
13 lawyers achieve.

14 10:33:38 TOM: Driving them all to their
15 website, that's how you measure it. Even if
16 you're doing all this offline stuff, being able
17 to provide tracking numbers and different URLs
18 or whatever to provide that measurement, to
19 know: Does that billboard actually give you,
20 you know, \$10,000 worth of ROI a month.

21 10:33:56 JK LLOYD: Right.

22 10:33:57 TOM: You'd be surprised. Most of

1 you are still in the dark, and that's what we're
2 trying to do is show you where you can make more
3 money, where you can be more profitable, where
4 you can spend less money. But you can only do
5 that if you're working with coaches that are
6 going to provide that information.

7 10:34:14 JK LLOYD: And, importantly, more
8 cost effective; right?

9 10:34:15 TOM: Yeah.

10 10:34:16 JK LLOYD: Right? Your programs are
11 more cost effective and our programs are more
12 cost effective, not only from a competition
13 standpoint because, of course, there's naturally
14 other SEO companies and other SEM companies that
15 are out there. But our objective is to provide
16 a cost effective solution for lawyers and not
17 burn through budgets and those kinds of things.

18 10:34:36 You know, billboards, for example,
19 just to go back to that, people can spend \$10-
20 15,000 a month, and all it's getting is just
21 eyeballs. It's just getting traffic that drives
22 by. It doesn't get any conversion fee.

1 10:34:46 So I thought it was important to
2 point out the cost effectiveness of our
3 programs.

4 10:34:50 TOM: Yes. All right. Well, JK,
5 that's all the time we got, buddy, but thank you
6 for stopping by the studio.

7 10:34:56 JK LLOYD: Of course.

8 10:34:56 TOM: And if there is any clients
9 of ours or anybody that wants to work with JK
10 Lloyd and Kevin Minelli if Eruptr it's Eruptr
11 with no E -- Eruptr.com -- or you can just work
12 with us and we can set it all up.

13 JK, good to see you, buddy.

14 10:35:14 JK LLOYD: Thank you.

15 10:35:14 TOM: Thank you so much.

16 10:35:15 JK LLOYD: Appreciate it. Thanks.

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